MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

MLS 2113 – SEMIOTIC STUDIES

(All sections / Groups)

15 OCTOBER 2015
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of Four (4) pages including this page, with Four (4) Questions only. This paper contributes 40% to your final marks for the subject.

2. The duration of the examination is 2 hours (120 minutes) only.

3. Answer **all 4** questions.

4. Please print all your answers clearly in the Answer Booklet provided. Make sure you print your ID number on the Answer Booklet clearly before submitting it.

Answer all 4 questions. **(40 pts)**

Question1

"The study of signs is the study of the construction and maintenance of reality. To decline such a study is to leave to others the control of the world of meanings which we inhabit"
- Chandler

Discuss the importance of semiotics or the studies of sign and its meaning in today's society and give examples.

(10pts)

Question 2

a) **Roland Barthes makes a distinction between denotation and connotation Define and describe the difference between Denotation and Connotation?**

(5 pts)

b) **Advertisers of Coca Cola make use of the shared agreement that establishes denotation and connotation when they set out to create signs that have particular meanings related to their product. Using the semiotic concepts discussed in class, analyze the Coca Cola logo by describing its denotative and connotative meanings.**

(5 pts)

Continued .....

Question 3

"Freud viewed dreams as a means of wish-fulfilment."

a) Explain the statement above mentioning the phenomenon of condensation? (2 pts)

b) How do the basic theories of Freud and Lacan differ? (2 pts)

c) Explain how Lacan's theory of the Real and the Symbolic relate to Ferdinand Saussure's theory of the Signifier and the Signified. (5 pts)

d) If the study of semiotics in film brings deeper meaning to a film, what does this mean to you as an audience? (1 pts)

Continued .....

Question 4

a) **Provide a critical analysis and discussion of the following print advertisement using Roland Barthes' approach of linguistic, coded and non-coded message.**

(6 pts)

b) **Explain what is Barthes' concept of 'Mythology' and 'Ideology' and how it can be used in the discussion of the attached advertisement.**

(4pts)

*Packaging is predominantly green, with stripes of green, white and red. Logo 'MASSIMO' is white text on a red oval with green

End of Paper.